

words and a picture, the price for submitting a 50-word classified advertisement to a newspaper (without picture, of course) may be \$100. However, if James instead uses the company's services, he may pay \$20 for package B and an additional \$10 for automatically submitting the shortened classified ad ("2001 Nissan Sentra. View [dallas.xyz.com/JamesNissan](http://dallas.xyz.com/JamesNissan) for details.") to the newspaper, for a total of \$30. The total package price of \$30 may be displayed at price 76, and the total savings of (\$100-\$30=) \$70 may be displayed in savings 78. The savings information 78 can, of course, be based on published advertising rates of the newspaper, which may be stored in a database in the client's server.

[0046] FIG. 8 shows a web page according to another embodiment of the present invention. The web page shown may serve as a template for potential purchasers to enter information about a product that is wanted for purchase. The web page may prompt the potential purchaser to enter information about the product desired, such as type, location preference, price range preferred, size, shape, quantity, color, model, etc. The web page may also prompt the potential purchaser to enter personal contact information, such as a name and email address. If a consumer later submits (or has already submitted) information about a product matching the criteria selected by the potential purchaser, the potential purchaser may automatically be contacted, and/or sent an email containing a link to the unique web page of the consumer advertising the desired product. The potential purchaser may also have the option, possibly with a fee, of submitting the wanted ad to a local newspaper. A wanted ad for a Toyota car may read, e.g., "Toyota wanted. Submit information at [seattle.xyz.com](http://seattle.xyz.com)." After a consumer, who would like to sell his Toyota to the potential purchaser, has formed a unique web page according to the embodiments shown in FIGS. 1-7, the potential purchaser may be contacted by email with the consumer's unique web address.

[0047] The present invention is not limited to the discussed embodiments. Other embodiments and features, such as the ones described below, are within the scope of the present invention.

[0048] Stats Section. The "My Account" section will include a statistics or "stats" page (most likely for small business customers). Stats page can include data like web page hits, times, and where the viewer came from last, and other stats.

[0049] Save Now Section. This section will be on the "finally done" or payment page (e.g., FIG. 7) and will allow the customer to save money by including local advertising on his web page. For example, a customer would like to sell his car and his digital ad price will cost \$5.75. The customer could save \$0.50 by placing a banner ad for a local car dealer (or other advertisement) on his own digital ad. The banner will be automatically placed on his digital ad.

[0050] Link Exchange. A customer will pay an extra fee to have a banner for his digital ad (auto-generated) placed on somebody else's digital ad. This must be a mutual agreement. The other customer must have signed up for the 'program' as well. The banner would be strategically placed on a random digital ad that subscribes to the link exchange service. For example, Jack will pay an extra \$0.25 to have his banner (for his digital ad) placed on Jill's digital ad. Jill in turn (for \$0.25) will have her digital ad placed on Jack's page or another user's ad who has signed up for Link Exchange. These users all have one thing in common. For example, they may all be selling sofas (in Jacksonville).

[0051] "No Description" Button. Will automatically 'gray out' description box 38, when a description is not needed. For example, one television with two views, front and side, does not need two descriptions.

[0052] Auto Banner Creation. An advertising instrument listed under the "Advertise Yourself" section (e.g., FIG. 6). Auto Banner Creation creates a banner for your digital ad that you can place on your own website or other websites. There can be an additional charge for this or any other feature disclosed herein.

[0053] In place or in addition to digital pictures uploaded in the "Upload Center" (e.g., FIG. 4), digital video (which may include sound) can be uploaded. It can also be any animated presentation that the customer wishes, e.g., a Microsoft Powerpoint presentation.

[0054] Featured Items. Featured items provide increased visibility at an added cost. The advertising section will allow the customer to 'Feature' his digital ad in several ways:

[0055] a. When a potential purchaser browses for a specific item in a specific city, a featured item will be displayed on a banner at the top of the search results page.

[0056] b. When a potential purchaser browses for a specific item in a specific city, a featured item will be displayed in the featured items section at the top of the results page. It will be the first of the results displayed, perhaps always.

[0057] c. When a potential purchaser accesses the local homepage of a particular city (more below) the featured item may show up in a banner ad or featured finds section.

[0058] HTML Based Page. Instead or in addition to the templates offered in the "Upload Center" (e.g., FIG. 4), the user may create his own page in HTML and use the URL service of the company, or may create his own page in HTML, and use the templates and URL service of the company. In such an example, the customer simply uses the website as an advertising launch pad.

[0059] Name Expiration. The secondary address may expire after the page expires. Customer may have an option to buy rights to use the secondary address for an extended period of time.

[0060] Location Assignment. When a customer registers on [www.xyz.com](http://www.xyz.com), his address, zip code, etc., may be checked against a database. The customer will then be assigned to the appropriate local home page. For example, a customer signs up to with the zip code of 32608. His zip code is checked against the database and matched to Gainesville, Fla. A cookie is placed on his computer and every time he accesses [www.xyz.com](http://www.xyz.com), he is redirected to [gnv.xyz.com](http://gnv.xyz.com), for example. When he logs in to the website, the same process takes place. All digital ads he creates use the primary address of [gnv.xyz.com](http://gnv.xyz.com) and his own secondary address. Alternatively, when the customer performs a search to find an item, he will be prompted for a zip code and be brought to the local website first, then perform the search. In another scenario, the user can type in the zip code or city and state and item and be brought directly to the search results.

[0061] Local Home Page. Every registered user will be assigned a local home page that serves as an advertising platform for the local population. Featured digital ads will be displayed in a 'Featured Finds' section. A 'Local Links'